

# **MEDIA SELECTION**

Advertising Objectives and determining the right medium to connect with your target market.



# REACH

The number of people, households, or businesses in a target market exposed to the advertisement in a given time period. Time is usually 4 weeks



# FREQUENCY

The average number of times an individual, household, or business within a particular target market is exposed to a particular promotional message.





2 Ads per show



4 Shows per month

# OPPORTUNITIES TO SEE (OTS)

Cumulative exposures achieved in a given time period.

Usually 4 weeks.

# CONTINUITY

The exposure pattern or schedule used in an ad campaign.

**Continuous** - Constant advertising presence, rotation of different ads for the same product.

Ex.) iPad Air - Photos, Music, FaceTime

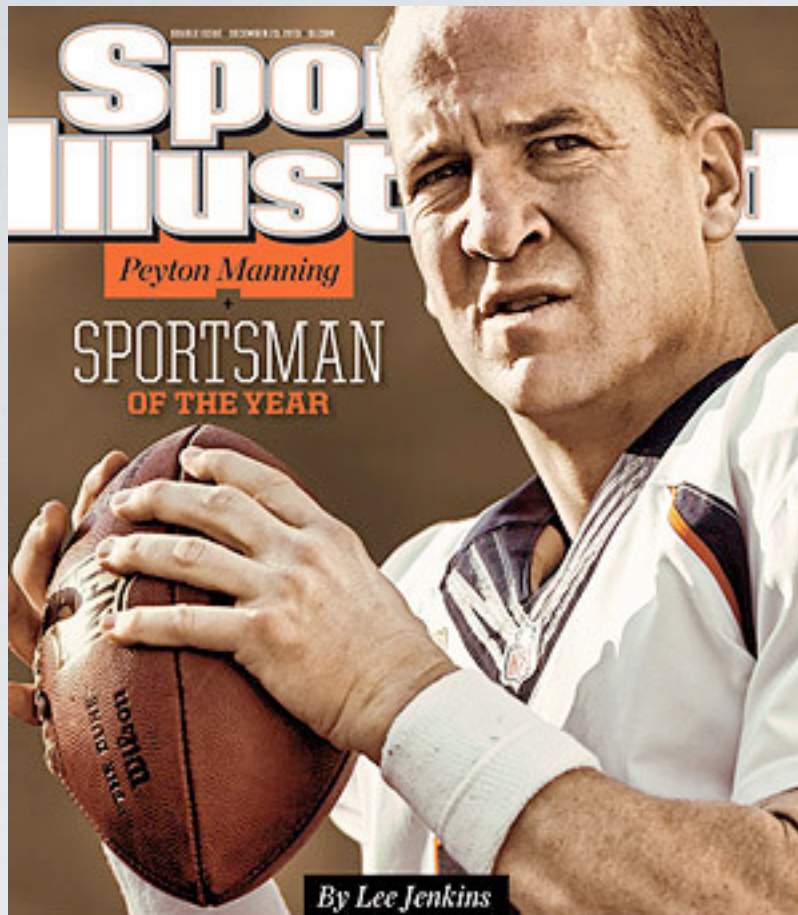
**Pulsating** - Minimal levels of advertising throughout the year but increased levels at specific times.

Ex.) Retail stores (Special Sales, Holidays)

**Discontinuous** - Placement of advertising at specific intervals with no advertising in between.

Ex.) Adventureland, Golf Courses





15,000,000 readers



2 print ads

**30 Million Impressions**

# IMPRESSIONS

The total of exposures of the audience to the advertisement. It does not take into consider if the audience actually sees the advertisement.